

× NEW × BEST × FRIEND ×

WHAT THE FILO TYPE?!

Confused? You're
in good company!
Here's a bit of clarity.

EPS

Encapsulated Postscript

This file type is for printing. It is a vector file that can be scaled to any size. This is the file you would send to designers, printers, sign writers, publishers or anyone asking for 'high-res'. This file can be used in Adobe Creative Suite programs like InDesign or Illustrator.

PNG

Portable Network Graphics

This file is not for printing. This is the file for digital media or use in Microsoft programs or similar when a transparent background is required.

JPEG

Joint Photographic Experts Group

This file type is for use in any Microsoft program, eg: Word, PowerPoint or Excel or similar. It is not a high quality file but will maintain clarity at 100% of its size or below. Do not send this file out to be printed externally. It does not have a transparent background.

SVG

Scalable Vector Graphics

This an XML-based vector image format which is best used for web and animations.